Analysis of Development Countermeasures of Chinese Sports Culture Under the Background of Constructing Cultural Power

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Abstract. Using the methods of literature review, investigation and logical analysis, this paper discussed the question how to catch the opportunity of constructing cultural power to promote the development of Chinese sports culture and investigated the good way of the development of Chinese sports cultural. For the current status of underdevelopment Chinese sports culture, the sports management department should improve the sports culture organization and management, formulate development planning and management practices, construct sports infrastructure, support the development of sports industry and vigorously carry out folk sports.

Introduction

Constructing the power of socialist culture is a significant strategic design for China rising peacefully and reviving, which reflects party's understanding of cultural construction has reached a new height. Constructing socialist culture power should pay more attention to promote socialist advanced culture deeply rooted among, form strong national cohesion, improve the quality of the whole nation, enhance cultural soft power of country, provide a strong cultural support for our economic development and social harmony and benefit our nation and people ultimately, construct a total spiritual home of the Chinese nation and make greater contribution to the progress of human civilization [1]. As a part of the culture, sports culture should become the content of the construction of cultural power and at the same time the development of sports culture will promote the construction of cultural power. But at present, the development of Chinese sports culture still lags behind, the research and practice of sports culture is weak and lack. People's vague understanding of the concept and connotation of sports culture and government's neglect and disorder of the work of developing sport culture make sports culture can not play its role. Therefore, the study of how to seize the historic opportunity of constructing cultural power to promote the development of sports culture has become an urgent issue.

Analysis of the Relationship between Sports Culture and the Construction of Cultural Power

As a representative of civilization and a tool of human developing itself, Sports play an irreplaceable role in “building body and mind” in different historical conditions. For thousands of years, humans have created a variety of sports culture form in the process of surpassing nature, surpassing society and surpassing themselves. This kind of culture form reacts to human and becomes effective life way of human, which has become an important and indispensable part of human culture life, even has become a distinctive signs of measuring human progress
and civilization and a kind of means to show human subject consciousness. As a product of human social civilization, sports culture has become a kind of social and cultural activities having a significant impact, which is changing the concept and way of life of tens of thousands people with different faiths and different skin color subtly and has an irrereplaceable special function and role of promoting the harmonious development of society and people's physical and mental health [2]. It can not only reflect the people's sports values and lifestyles, but also able to create great material wealth, at same time, it has also become a flag of measuring national cohesion and mental state [3]. Therefore, Chinese sports culture as an important part of culture will become an important part of constructing cultural power. The ultimate goal of constructing cultural power is improve whole nation's civilization quality. And sports culture is a cultural form which is most direct effect on human body and spirit, its development will directly affect people's health, entertainment and lifestyle, evoke individual cultural consciousness constantly, meet individual cultural aspirations and promote individual comprehensive development and modernization transformation, and then, increase the degree of civilization of the whole society, promote the construction of cultural power. So, the development of sports culture not only is an important part of constructing cultural power but also plays a important role in the construction of cultural power, both complement each other, promote each other. Therefore, under the background of constructing cultural power, sports management and sports personalities should seize the historic opportunity to promote the rapid development of Chinese sports culture.

Analysis of the Current Problems Existing in the Development of Chinese Sports Culture

Chinese sports undertakings has achieved remarkable results after decades of development. "Olympic Glorious Program" made athletic sports stand on the top of the world and "National Fitness Program" made mass sports get great development. However, the development of sports culture still lags behind. On one hand, the academic community has not really clarify the basic issues of sports culture, such as concepts, categories, functions, features, etc. and can not effectively guide the practice of sports culture. On the other hand, most people's understanding of sports is still stay in external manifestations forms. The understanding of connotation and spiritual of sports is weak. In addition, the construction of sports culture industry is very backward, which can not take advantage of sports culture resources and reflect the economic value of sports culture. In particular, the current problems existing in development of Chinese sports culture mainly include: government authorities' knowledge of the importance of sports culture is lack, organization and management of sports culture is imperfect , the construction of talent team is weak, the research of Culture Sports is not deep enough; the supports by government departments of sports culture industry is not enough; propaganda means and methods of sports culture is lack.
Analysis of the Countermeasures of Sports Culture Development under the Opportunities of Constructing Cultural Power

Improve the Organization and Management Agencies, Formulate the Development Planning and Management Approach

The development of sports culture is inseparable from the guidance and management of government departments. Perfect organization and management agencies can carry on the overall arrangement and management of work, coordinate the relationship between other departments, make full use of all aspects of resources and ensure the work of development of sports culture in an orderly manner. But at present, the construction of Chinese sports culture organization is weak and the organization and personnel are lack. Most provinces have not set up special management agencies of sports culture. In some provinces the work of sports culture are anchored in other sectors and others even have no corresponding affiliated departments, which lead that the work of sports culture is in the condition of without relying on. The reason for this phenomenon is that understanding of meaning and function of sports culture of government departments is insufficient and Government departments pay too little attention on the work of sports culture development. The aim of construction of cultural power shows that government improve recognition of the importance of cultural construction and pay more attention to the work of cultural development. So, sports management department should review the important position of sports culture in sports, set up and consummate various specialized management institutions of the sports culture as soon as possible and formulate practical development planning and management measures to make sports culture work into effect.

Sports Infrastructure, Enrich People's Life of Sports Culture

Effective dissemination of sports culture needs sports practice as a carrier, at the same time, the achievement of sports practice requires certain hardware facilities. Without lots of facilities, equipment and other sports facilities, people lack the necessary condition of having sports and sports activities will not be able to carry out, which lead to that people cannot accepted sports culture and the spread of sports culture will be impeded. So, the development of sports culture is inseparable from the rich sports material. Under the condition of a large population and weak infrastructure of sports, sports management department should increase investment in sports infrastructure and do well the planning, design and feasibility studies work of construction of sports facilities. Sports venues must be conducive to the development and prosperity of local sports cultural activities. Sports management department should provide people with abundant sports venues as well as provide necessary guidance of technical and rules in order to enrich people's life of sports culture.

Support the Development of Sports Cultural Industry, Improve the Economic Value of the Sports Culture

Spread and development of sports culture needs financial support, which will be restricted by various aspects if be only supported by the external capital, but relying on mining their own values which will be made more vitality. Sports culture is material and spiritual wealth created by human in the sports field. The content of Sports culture, such as Sports media, sports science and technology, sports fitness, sports tourism and so on, can offer people service, which are
products containing a wealth of economic value and being able to be used to exchange. Sports departments should try to develop industries of sports culture, dig deep the development potential of industries of sports culture, and strive to build sports culture market.

**Support the Development of Sports Cultural Industry, Improve the Economic Value of the Sports Culture**

In today's era of globalization accelerating continues, the exchanges of International culture have reached an unprecedented scale and level. Different ethnic cultures are constantly exchange and complementary too, so as to achieve mutual understanding and common development. In the process of globalization of sports culture, Western athletics culture, represented by the Olympic, conforms to the trend of social development, across ethnic and geographical constraints, and actively absorbs the beneficial ingredients of world's different cultures, rapidly becoming today's sports culture in mainstream culture by virtue of the western strong economic strength and globalization model of Olympic. [2] Chinese sports culture has also been tremendously impacted and influenced, which has tracked the country from competitive sports system and content, which can be seen by Chinese system and content of competitive sports. However, China has a long history and Chinese culture has deep historical heritage. No matter the landscape of material culture or colorful ethnic customs and traditions sports attract peoples of the world deeply. Under the influence of traditional culture, the sports culture form of Chinese national traditional sports was produced, which has the thought of traditional health-preserving. The value orientation of Chinese sports culture form are mainly embodied in such aspects as harmony, health, cultivating morality, correcting mentality and so on. In the new period of rapid development of economic and social, people's cultural identity of sports is more intense than at any time. So, Chinese traditional sports culture is more attractive to Chinese people than western sports culture [4]. Sports departments and related institutions should seize the advantage of Chinese traditional sports culture and vigorously develop fitness and entertainment value of traditional sports in order to demonstrate the value of enhancing people's health and improving the whole nation physical fitness and quality of life of Chinese traditional sports culture.

**Conclusion**

The grand goal of constructing the power of socialist culture has brought new opportunities for the development of Chinese sports culture. Sports management and sports personalities should strive to grasp this historic opportunity to promote the rapid development of Chinese sports culture. For the current status of underdevelopment Chinese sports culture, the sports management department should improve the sports culture organization and management, formulate development planning and management practices, construct sports infrastructure, support the development of sports industry and vigorously carry out folk sports.

**References**


